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HOUSE JOINT RESOLUTION 284

By Naifeh

A RESOLUTION To congratulate Turner Holdings, LLC of
Covington on winning the 2001 Quality Chekd
Dairies' Halie F. Zimmerman Award.

WHEREAS, It is fitting that the members of this General Assembly should salute those citizens and companies who, through their extraordinary efforts have distinguished themselves as leaders in their respective fields; and

WHEREAS, Turner Holdings, LLC of Covington is one such estimable organization, which was recently honored by Quality Chekd Dairies for marketing excellence with the Halie F. Zimmerman Award; and

WHEREAS, Quality Chekd is one of the largest dairy product organizations of its type, with member companies in the United State, Mexico, El Salvador, and China, and its 2000 sales of nearly \$2.5 billion make it one of the largest dairy brands in North America; to have been recognized for excellence within such a large and successful company is especially impressive; and

WHEREAS, The Zimmerman Award winners are selected based on outstanding marketing programs that meet defined sales and profit objectives through well-planned strategies and professional execution of innovative ideas; and

WHEREAS, Turner Holdings President Steve Turner, whose astute vision led the company in its remarkable campaign, accepted the award on behalf of the company at the 2001 Spring Management and Leadership Conference; and

WHEREAS, Turner Holdings, LLC was cited for building a variety of successful marketing programs for its various product lines; foremost among its efforts was the positioning line of "All the Best," which won a Marketing Merit of Excellence Award for Best Promotional Tag Line; and

WHEREAS, The company's marketing campaign for its Premium Ice Cream line was especially profitable, earning a 48.7% increase in Turner pint sales; for the half-gallon product line, Turner introduced three new flavors, Homemade Vanilla, Peanut Brittle, and Dulce de Leche, which won three awards: Best New Non-Quality Chekd Package Design, Best Original Television Commercial, and Best Original Radio Spot; and

WHEREAS, In securing its position as the winner of the top Zimmerman Award, Turner Holdings, LLC also won Marketing Merit of Excellence Awards for Best Quality Chekd Promotion, Best New Use of Quality Chekd Trademark, Best Philanthropic Offering by a Member, and Best Collateral Material; and

WHEREAS, To complete its tremendous achievements for the year, Turner Holdings, LLC became the first dairy in the United States to produce and market Looney Tunes Flavored Milks in conjunction with Quality Chekd, Bravo Foods, and Warner Brothers; and

WHEREAS, Through hard work, stalwart determination, and progressive vision, the people of Turner Holdings, LLC have brought their company to the pinnacle of success and excellence in business; they have taken their rightful position as a leading company in the State and our nation; and

WHEREAS, Turner Holdings' success has brought much honor and acclaim to this State; the people who constitute this laudable company serve as fine examples of the high

quality of Tennessee's populace and are deserving of special recognition by this legislative body; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED SECOND GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we hereby honor and commend the good people of Turner Holdings, LLC, for their professional excellence and congratulate them on winning the 2001 Quality Chekd Dairies' Halie F. Zimmerman Award.

BE IT FURTHER RESOLVED, That we wish them every success in their future endeavors.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.